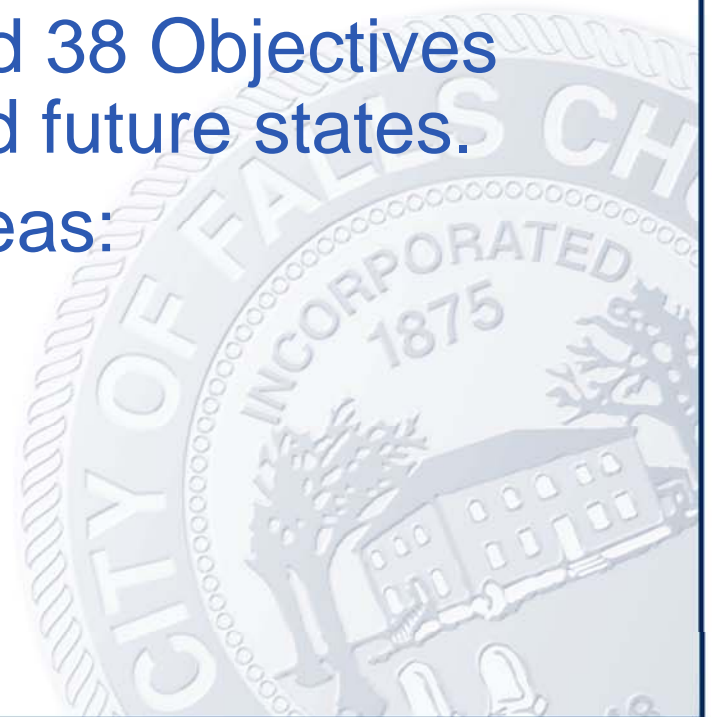


Council Vision Statement

- 8 Vision Principles
 - Desired Future States
- Staff developed 23 Goals and 38 Objectives to move toward these desired future states.
- Organized into four broad areas:
 - Land Use
 - Environment
 - Community and Special Place
 - Public Value in Government





Successful Development



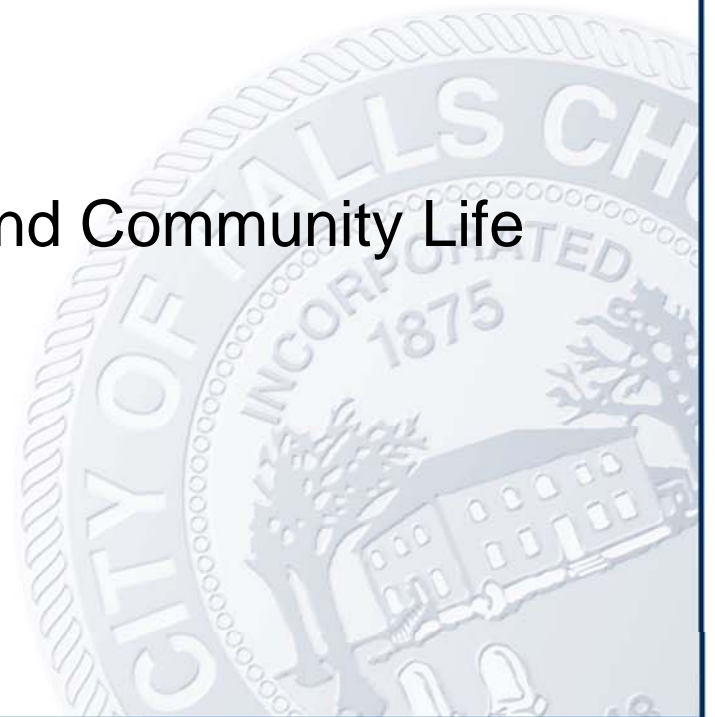
World Class Public Schools



Neighborhood Preservation and Community Life



Diversity





Environmental Harmony



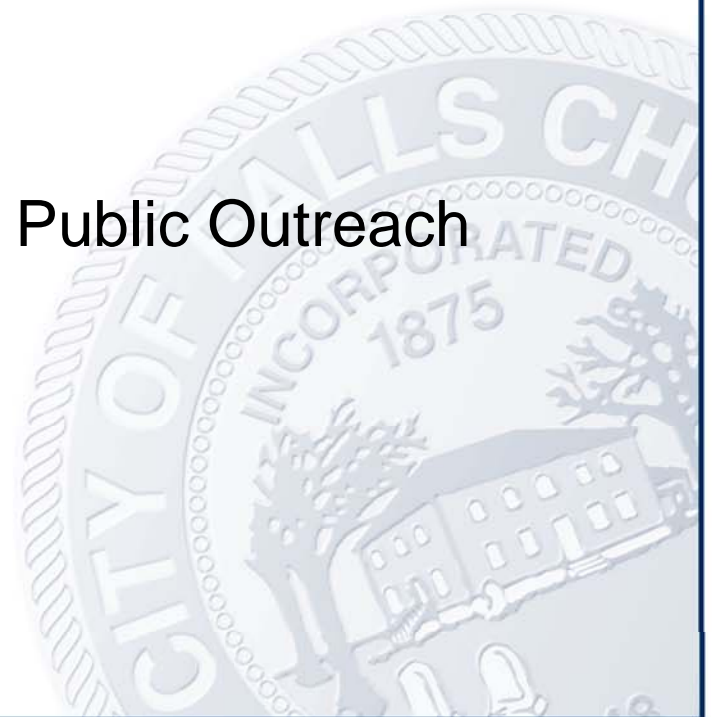
Innovation



World Class Government and Public Outreach



A Special Place



Land Use

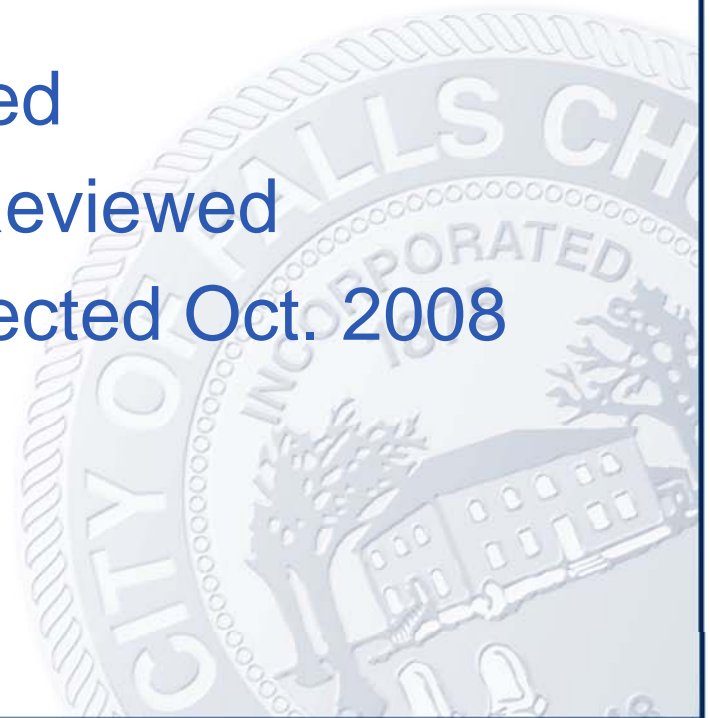
- Zoning Code Rewrite
- City Center Redevelopment
- Commercial Redevelopment
- Infrastructure
- Traffic Calming
- Affordable Housing



Land Use



- Zoning Code Rewrite
 - Clarion Associates hired
 - ZOAC Committee appointed
 - Diagnosis Received and Reviewed
 - Draft Code Language expected Oct. 2008



Land Use



- City Center Redevelopment
 - Atlantic Proposal: 14 month review process prior to land use approvals, with Council approval, Feb, 2008
 - One million square feet of development
 - \$320 million investment
 - Development Agreement for City land sale & public improvements, approved Feb, 2008

Land Use



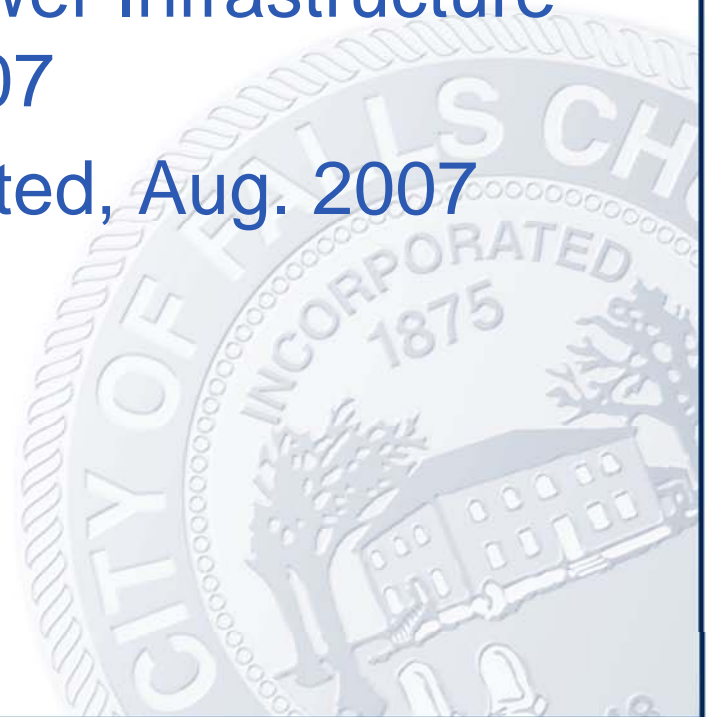
- Commercial Redevelopment
 - Pearson Square construction completed, Dec 2007
 - Spectrum construction completed, Mar 2008
 - Land Use Approval for Hilton Project, Jun 2008
 - Ongoing review of Gateway project application
 - Additional projects in queue



Land Use



- Infrastructure
 - City Center Water and Sewer Infrastructure report completed, May 2007
 - Stormwater Model completed, Aug. 2007



Land Use



- Traffic Calming
 - NTCP results Cherry Street speed bumps. Aug 2007
 - E. Columbia; Van Buren; & E. Jefferson traffic calming under review. Jul 2008
 - Pedestrian Plan completed by CACT. Sep 2007
 - City-wide traffic calming study
 - RSTP grant,
 - implementation funds in FY2009-13 CIP
 - Parking Ordinance reforms adopted by Council, Dec 2007.

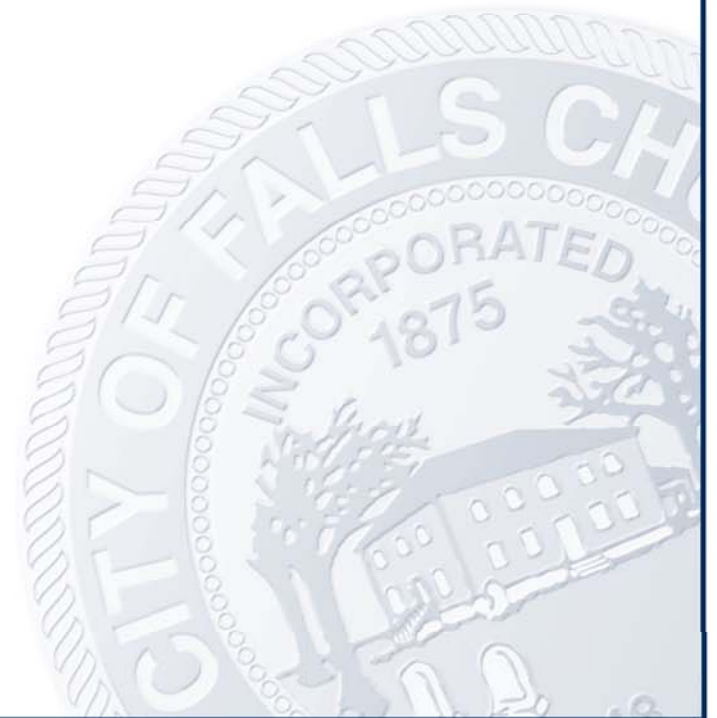
Land Use



- Affordable Housing
 - Created 23 new affordable dwelling units
 - Spectrum (8 Condos).
 - Pearson Square (15 rentals).
 - City Center South Apartments application under review.
 - Affordable Housing Study completed by Jones Lang LaSalle.
 - Charter Change approved by General Assembly. to permit additional tools for inclusionary zoning. Apr. 2008.
 - ADU negotiations underway with Gateway project.

Environment

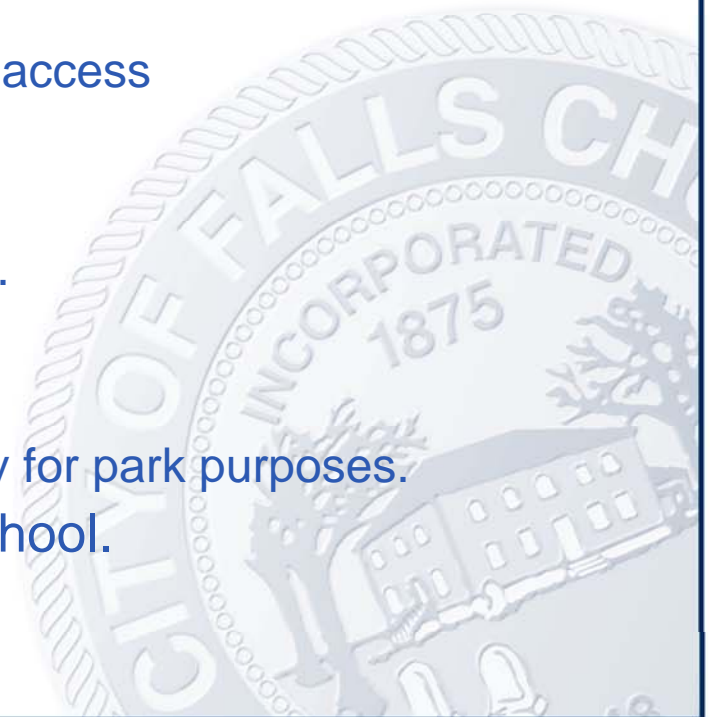
- Expand and Improve Parklands
- Regulatory Tools
- Green City Facilities
- Community Education



Environment



- Expand and Improve Parklands
 - Master Plan adopted for every park in City
 - Hamlett Tract
 - Two new parcels acquired to expand access
 - Design contract approved, underway.
 - Crossman Park
 - additional 7,000 square feet acquired.
 - Invasives removed (Feb, 2008).
 - Triangle Park in City Center
 - 10,000 sq ft lot to be conveyed to City for park purposes.
 - Fields upgrades at TJ Elementary School.
 - Skate Park



Environment



- Regulatory Tools
 - Special Exceptions
 - LEED certification required for every project approved since 2006
 - Vegetated roofs installed at Read, Spectrum buildings.
 - Flood Plain Community Rating System
 - Accepted into federal program (Jun 2007)
 - 10% reduction in Flood Insurance Premiums
 - Green Building Team recommendations
 - Incentives and recognition for Green Building through the building permit process. (Jun 2009)

Environment



- Green City Facilities
 - State grant to install storm water BMPs on City rights of way (\$95,000)
 - Property Yard Cisterns initiative (30,000 gallons of capacity).
 - Climate change initiative.
 - Measure City carbon emissions (July 2008)
 - Building Commissioning, Energy Star.
 - Hybrid Vehicles (6 in our fleet)

Environment



- Community Education and Participation
 - Growing Green initiatives
 - Habitat restoration (10 events in FY08).
 - Rain barrel workshops (600 barrels distributed)
 - Spring and Fall Cleanups (120 volunteers)
 - Recycling Extravaganza (Twice yearly, 28.4 tons per event)
 - HazMat Collection (235 residents participated)
 - Neighborhood Tree Program
 - Lecture Series (8 Lectures)
 - Recycling Block Captains
 - 53% overall recycling rate; 63% Single Family Homes
 - Climate Report from Environmental Services Council

Community and Special Place

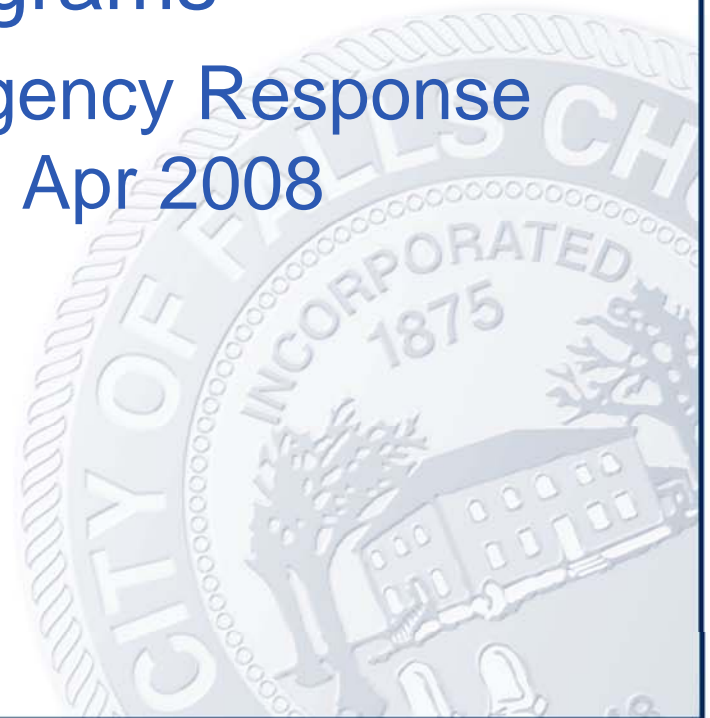
- Neighborhood based crime and emergency response programs
- Attract and celebrate a diverse population
- Strengthen children and families
- Artistic venues
- Visual aesthetic identity
- Festivals and events



Community and Special Place



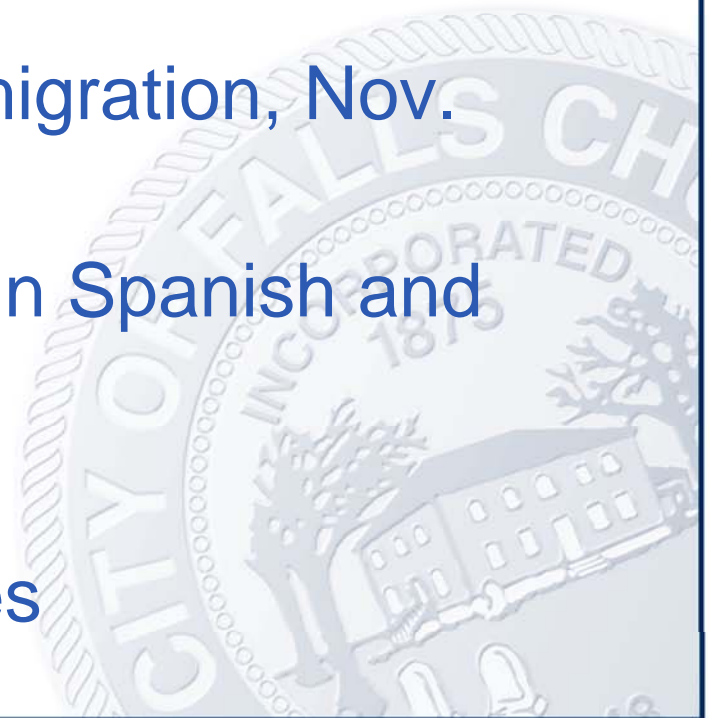
- Neighborhood based crime and emergency response programs
 - (CERT) Community Emergency Response Team created and trained, Apr 2008
 - 15 citizen members



Community and Special Place



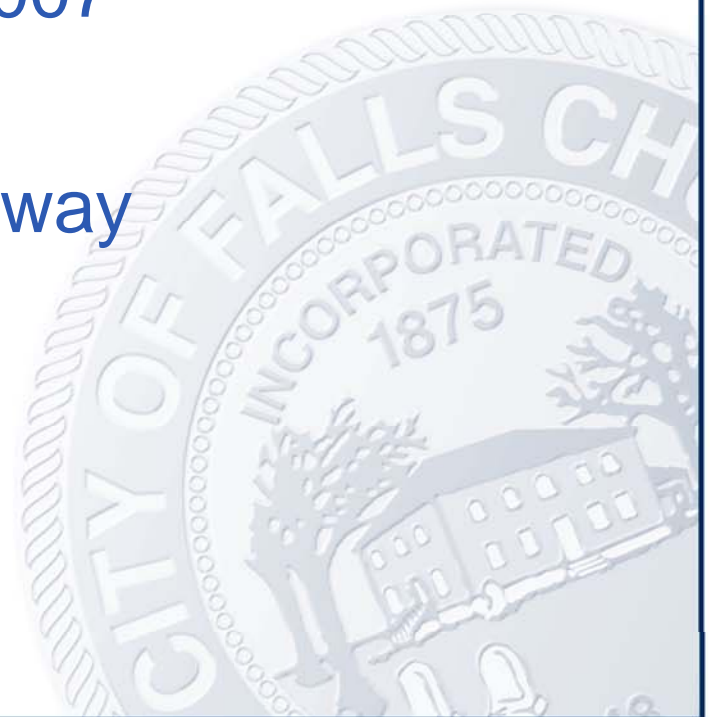
- Attract and celebrate a diverse population
 - Council Resolution on Immigration, Nov. 2007
 - Web Site pages available in Spanish and Vietnamese, Apr. 2008
 - Language Line training
 - ADA Compliance Measures



Community and Special Place



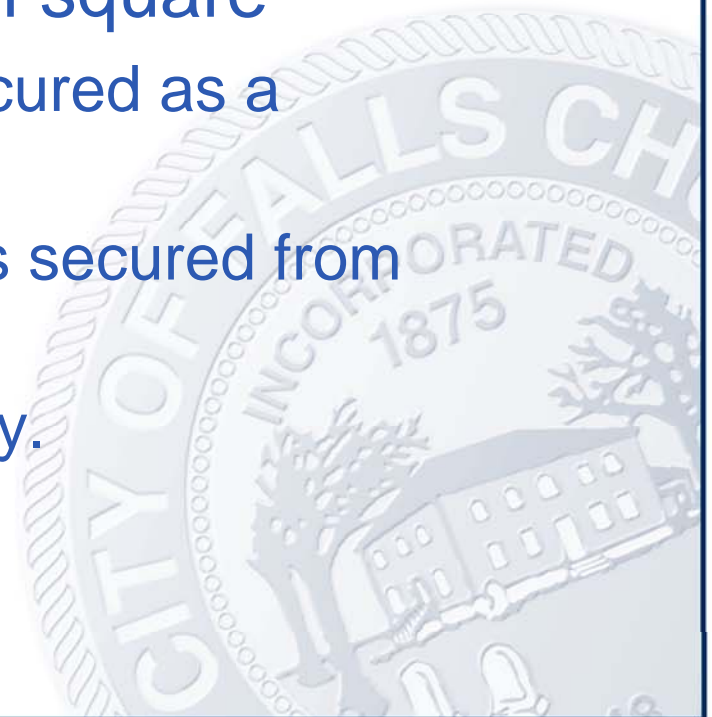
- Strengthen Children and Families
 - Alliance for Youth, Nov. 2007
 - Youth Resource Guide,
 - Needs Assessment, underway



Community and Special Place



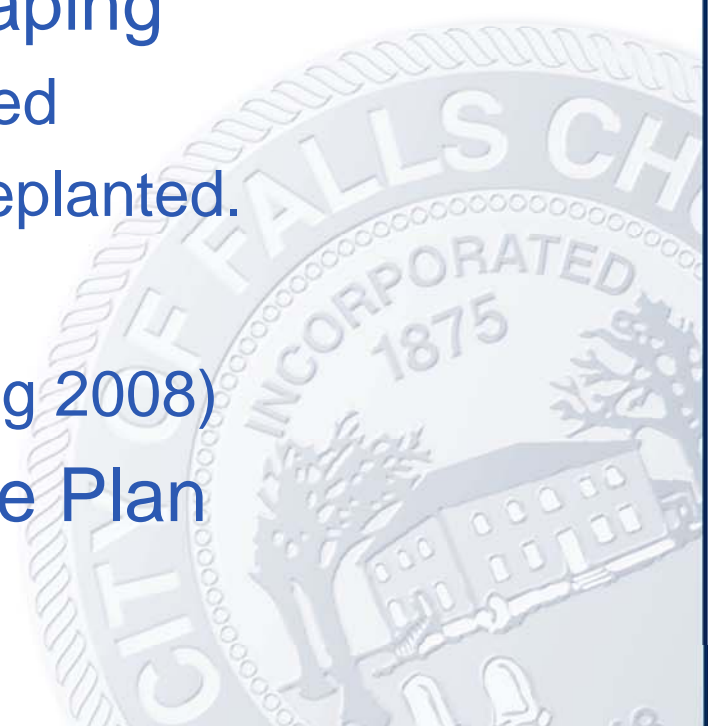
- Artistic Venues
 - Flex Arts space in Pearson square
 - 3,000 square foot space secured as a Community Benefit.
 - \$100,000 in additional funds secured from developer.
 - Design of space is underway.



Community and Special Place



- Visual aesthetic identity
 - Entrance Corridor Landscaping
 - Sue Olom Garden, completed
 - South Washington Street, replanted.
 - Entrance Signs
 - VPIS has ordered signs (Aug 2008)
 - N. Washington Streetscape Plan



Community and Special Place



- Festivals and Events
 - Re-configured Tinner Hill Blues Festival
 - Expanded Fall Festival with Taste of Falls Church
 - Farmers Market: All year long.
 - Added new Events Coordinator position
 - Program Offerings at Community Center
 - Corporate Sponsorship Program

Public Value in Government



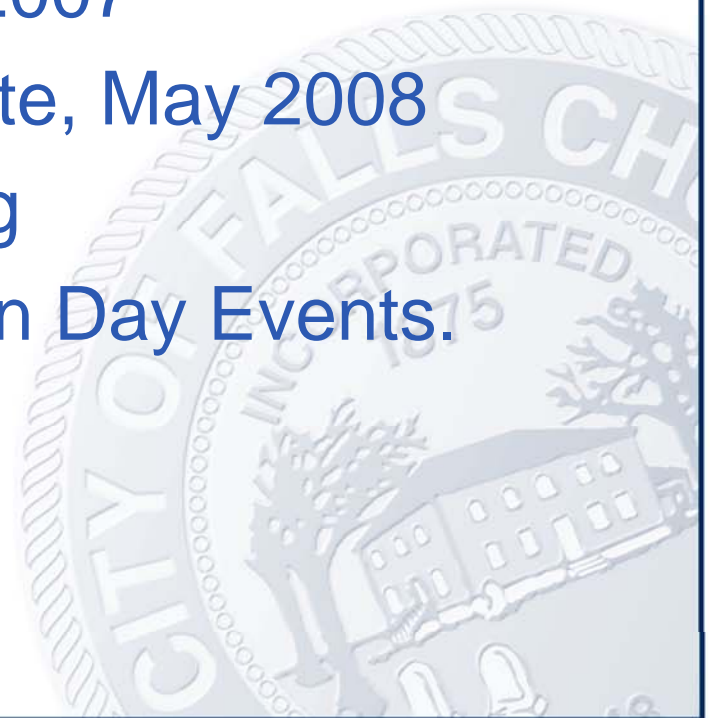
- Civic Engagement
- Government Accessibility
- High Performance
- City Hall Design and Configuration
- High Performing Water Utility
- IT Infrastructure
- General Gov't and School Collaboration



Public Value in Government



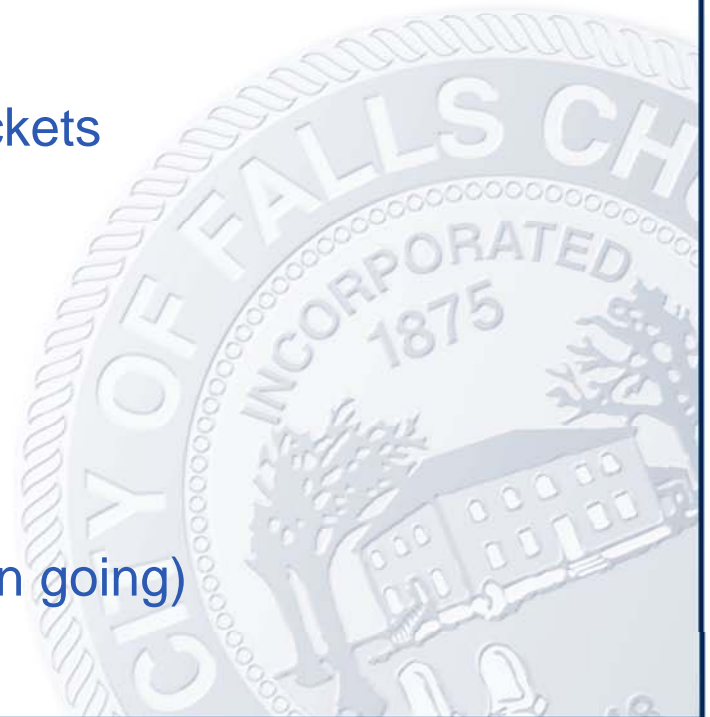
- Civic Engagement
 - Major Design Team, Mar 2007
 - City Center Design Charette, May 2008
 - ZOAC Committee, ongoing
 - Participation in Deliberation Day Events.



Public Value in Government



- Government Accessibility
 - Improved Web Page
 - Development Information
 - Meeting agendas & meeting packets
 - Building Permit Process
 - Work Flow Software
 - CBIRT meetings noticed
 - Ready Falls Church
 - Emergency Guide (Sep 2007)
 - AM 1680, Falls Church Alerts (on going)
 - Reverse 911, Dec 2008

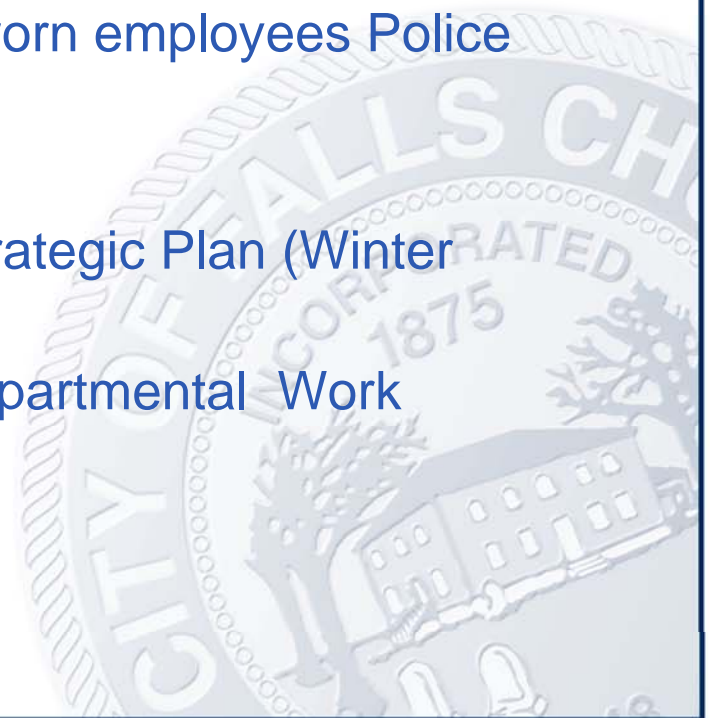


Public Value in Government



- High Performance

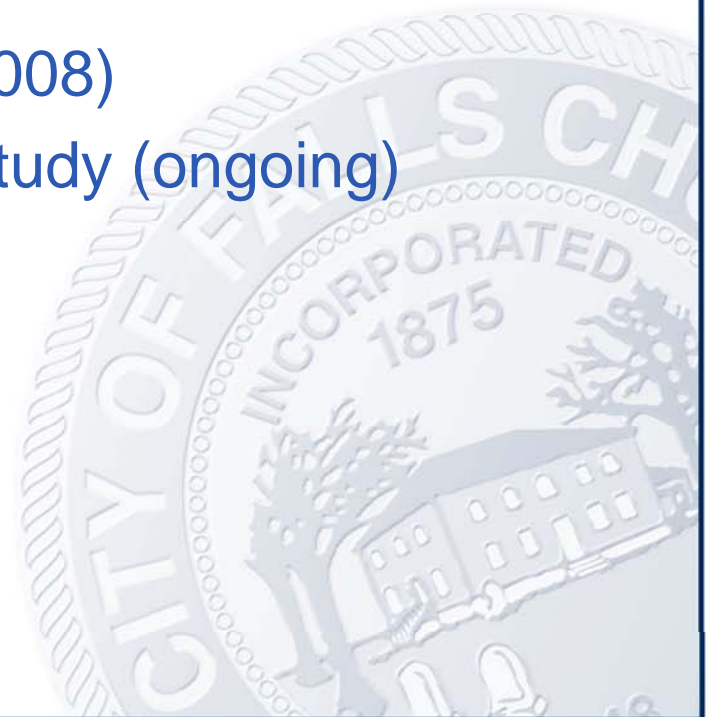
- Pay for Performance training (Winter, 2007/8)
- Review performance standards for sworn employees Police Department (Winter 2007/8)
- Police Department Accreditation.
- Council Vision incorporated in City Strategic Plan (Winter 2007)
- City Strategic Plan incorporated in Departmental Work Plans, in Budget. (January 2008.)



Public Value in Government



- City Hall Design and Configuration
 - Way-finding signs (Sep 2007)
 - East Wing remodeling (April, 2008)
 - City Hall Facilities Feasibility Study (ongoing)



Public Value in Government



- High Performing Water Utility
 - Capital Improvements
 - SCADA Improvements (75% complete)
 - Emergency generator backup (completed 2006).
 - Tysons Corner Improvements, (completed Feb 2007).
 - Automatic Meter Reading (80% complete)
 - Water rates dropped from top quartile in region, to middle over last three years.
 - Public Utilities Commission (est. 2007)
 - Performance Benchmarking (ongoing)

Public Value in Government



- IT Infrastructure
 - Online Registration (WebTrac)
 - Extended Fiber Optic connectivity
 - Property Yard
 - Chain Bridge Pump Station.
 - Regional INET connectivity for emergency communications.
 - Police Computer Assisted Dispatch Upgrades
 - Continuity of Operations (COOP)
 - Offsite data storage and network access.
 - WI-FI / Wi-Max, study ongoing.

Public Value in Government



- General Gov't and School Collaboration
 - Contracting (IT, Facilities Study, Maintenance)
 - Public Use of Facilities (School/Recs and Parks MOU)
 - Staff (HR, Purchasing, Legal, Finance)

